

The Effect of Customer Reviews and Content Marketing on the Purchase Decision of HMNS Perfume on the Shopee E-Commerce Platform in the City of Surabaya

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ABSTRACT

This study aims to examine how customer reviews and content marketing influence purchasing choices for HMNS perfume on the Shopee e-commerce platform in Surabaya. This research is based on the rapid growth of e-commerce in Indonesia and the intense competition in the beauty and personal care segment, especially for local fragrance brands like HMNS. The approach used in this study was a quantitative survey method. The research sample was obtained from consumers of HMNS perfume products from Shopee, located in Surabaya, selected using a purposive sampling technique. Data were collected through an online survey and analyzed using Partial Least Squares (PLS). The findings indicate that customer reviews significantly and positively influence purchasing choices for HMNS perfume on Shopee. Similarly, content marketing demonstrated a positive and substantial impact on purchasing choices.

INTRODUCTION

Advances in digital technology have led to significant changes in consumer behavior, particularly in online shopping through e-commerce. In Indonesia, Shopee is the leading e-commerce platform, attracting approximately 180 million monthly users in the first quarter of 2023. One of the fastest-growing product categories is perfume and fragrance, with sales expected to reach IDR 1.4 trillion in 2023.

Table 1. Top Brand Local Parfum

No	Merek Lokal	Parfum	Market Share (%)	Periode
1	HMNS		10.64	September–Oktober 2022
2	Evangeline		8.56	September–Oktober 2022
3	Kahf		4.32	September–Oktober 2022
4	Saff & Co.		3.2	September–Oktober 2022
5	Fatihah Parfum		2.6	September–Oktober 2022
6	Morris		2.1	September–Oktober 2022
7	Mykonos		1.6	September–Oktober 2022

Source : <https://compas.co.id/article/data-penjualan-parfum-lokal/>

This phenomenon has encouraged local brands such as HMNS (Hadir Mengharumkan Nusantara) to utilize the Shopee platform as their main channel for marketing their products. HMNS, which was founded in 2019, led the local perfume market in e-commerce with a market share of 10.64% in 2022. However, by 2024, its position declined and was replaced by competitors such as Evangeline and Fres & Natural. This phenomenon highlights the challenges in maintaining consumer loyalty, particularly regarding factors like customer reviews and content marketing.

Problems arise when consumer reviews on Shopee show mixed results, ranging from positive reviews to complaints about product quality and service. Customer reviews play an important role as the main reference for potential buyers in making decisions. On the other hand, content marketing through Shopee Video and social media also influences product exposure and appeal. However, HMNS's content marketing strategy appears to be less consistent than its competitors, increasing the potential for losing consumer attention.

Table 2. The disappearance of Hmns perfume from top brands

No	Brand	Market Share (%)
1	Evangeline	4.3
2	Fres & Natural	3.2
3	Saff & Co.	3.1
4	Mykonos	2.6
5	Bonavie	2.4
6	Blossom	2.1
7	Morris	2
8	Scarlett	1.8
9	Mint	1.7
10	Posh	1.7

Source : <https://compas.co.id/article/data-penjualan-parfum-lokal/>

This condition is in line with the phenomenon of HMNS disappearing from the list of Top Perfume Brands in e-commerce in 2024, even though this brand previously dominated the market with a 10.64% share in 2022. The loss of this position indicates that weaknesses in maintaining consistency in content marketing and managing consumer reviews can directly impact a brand's competitiveness. Thus, the results of this study emphasize the importance of synergy between consumer review management strategies and strengthening content marketing to maintain a brand's position in the market. This is a gap between marketing strategies that should be able to increase brand awareness and purchase decisions and the actual conditions in which HMNS performance has declined amid high competition.

Several previous studies have shown varying results. (Natalina et al., 2023) showed that customer reviews positively and significantly influence purchasing decisions, while (A. I. Rahmawati, 2022) found that online customer reviews were insignificant. Similarly, research by (Rahayu, 2024) showed a positive impact in content marketing, while results from (Huda et al., 2024) showed the opposite. These differences create additional research avenues to increase empirical evidence regarding the impact of customer reviews and content marketing on purchasing decisions related to the HMNS brand on Shopee. The originality of this study lies in its emphasis on the integration of customer reviews and content marketing, specifically related to the local perfume brand HMNS, which primarily targets young consumers (aged 18–25) who shop online. This study enhances the understanding of effective digital marketing strategies to improve purchasing decisions by integrating business phenomena, gap analysis, and previous research findings. This study enhances the understanding of effective digital marketing strategies to improve purchasing decisions by integrating business phenomena, gap analysis, and previous research findings.

THEORETICAL REVIEW

Customer Review

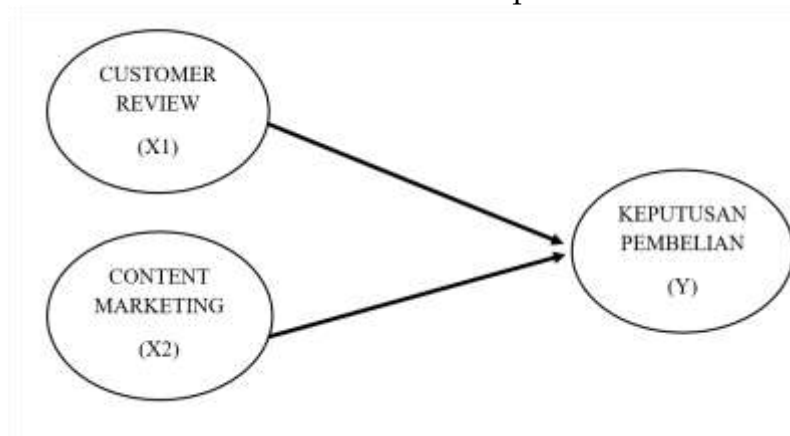
Customer evaluation is a form of marketing communication that can be recognized and has a significant impact on purchasing decisions, according to (Sutanto & Aprianingsih, 2016) in E (E. Rahmawati & Saputro, 2024) Customer reviews, as stated by Dzulqarnain (2019) in (E. Rahmawati & Saputro, 2024), are all written by customers and highlight various methods, levels of product knowledge, and conditions of use. Consumer perception and decision-making are significantly influenced by customer reviews (Armstrong et al., 2018) in E. (Gunawan, 2020).

Content Marketing

Content Marketing, as defined by (Kotler, 2017) in (Oktaviana & Hastjarjo, 2023) is a marketing approach that involves creating, curating, distributing, and enhancing content that is engaging, relevant, and useful to a specific audience, with the goal of encouraging interaction or dialogue around that content. As noted by GetCraft (2016) in (Yunita et al., 2021), content marketing is a strategic marketing method that emphasizes the creation and sharing of valuable and relevant content for the audience.

Purchase Decision

According to (Kumar et al., 2000) in (Khatami et al., 2023) purchasing decisions are a problem-solving process that includes identifying or recognizing wants and needs, gathering information, evaluating options, making purchasing choices, and post-purchase behavior. Purchasing choices are a key aspect of consumer behavior when using a product. When purchasing or using a particular product to make a choice, consumers will experience a process that shows how they evaluate various factors to decide on their purchase.



Source: Data Processed By Author In 2025

Figure 1. Conceptual Framework

H1: Customer reviews are believed to have a positive and significant effect on the decision to purchase HMNS perfume on Shopee e-commerce in Surabaya.

H2: Content Marketing is suspected to have a positive and significant

effect on the decision to purchase HMNS perfume on Shopee e-commerce in Surabaya.

METHODOLOGY

This study uses a quantitative method that focuses on examining the influence of customer reviews and content marketing on purchasing decisions for HMNS perfume on Shopee e-commerce in Surabaya. This study uses a quantitative methodology. Purposive sampling was used as the methodology, and 84 participants were selected based on certain criteria: domiciled in Surabaya, at least eighteen years old, and have purchased HMNS perfume on Shopee. Secondary data were collected through books, journals, and related publications, while primary data were obtained using a questionnaire using a Likert scale (1-5). Validity, reliability, and relationships between variables in the research model were assessed through data analysis using Structural Equation Modeling (SEM) and Partial Least Square (PLS) techniques.

RESULTS

Respondent Characteristics

Data on respondents can be seen from the answers obtained through several questions given in the questionnaire to 84 respondents.

Table 3. Characteristics of Respondents Based on Gender

Gender	Total	Presentase
Male	46	56.3%
Female	38	43.7%

source : data processed by author in 2025

Based on the respondent characteristics data, it is known that the majority of respondents are male, 46 people with a percentage of 56.3%, while female respondents number 38 people or 43.7% of the total respondents.

Table 4. Characteristics of Respondents Based on Age

Age	Total	Presentase
18 – 25 years old	73	87.4%
26 – 35 years old	9	10.3%
36 - another	2	2.3%

source : data processed by author in 2025

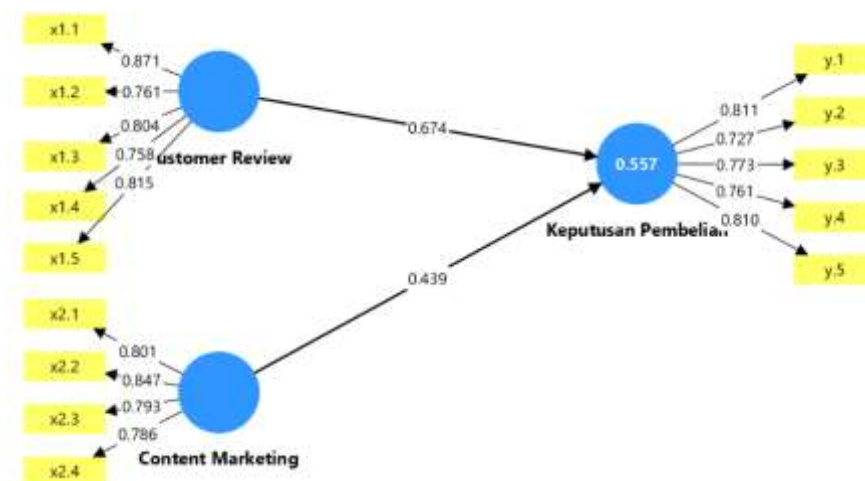
Based on the respondent characteristics data, the 18–25 age group dominated with 73 respondents (87.4%), followed by the 26–35 age group with 9 respondents (10.3%), and the 36 and above age group with 2 respondents (2.3%).

Table 5. Characteristics of Respondents Based on Job

Job	Total	Presentase
Student	53	60.9%
Private Employee	16	20.4%
Entrepreneur	14	17.6%
Another	1	1.1%

source : data processed by author in 2025

Based on the respondent characteristics data, the majority of respondents were students, namely 53 people (60.9%), followed by private employees, namely 16 people (20.4%), entrepreneurs, namely 14 people (17.6%), and 1 person (1.1%) in other categories.



source : data processed by SEM-PLS 2025

Figure 2. Outer Model with Factor Loading, Path Coefficient, and R-Square

Based on pict 1, the magnitude of the route coefficient above the arrow connecting the exogenous and endogenous variables, along with the factor loading values for each indicator within that indicator variable. Furthermore, the circle for the endogenous variable (Purchase Decision) indicates the R-Square level.

The path analysis results show that purchasing decisions are influenced by perceived product quality, perceived price, and perceived service. Perceived product value is influenced by perceived product cost and perceived service associated with it. Perceived product value is influenced by perceived quality and perceived service associated with it. Perceived product service is influenced by perceived quality and perceived price.

Table 6. Outer Loading

Indikator	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)
X1.1 ← Customer Review	0.871	0.871	0.026	34.164
X1.2 ← Customer Review	0.761	0.756	0.059	12.981
X1.3 ← Customer Review	0.804	0.801	0.04	19.878
X1.4 ← Customer Review	0.758	0.757	0.047	16.178
X1.5 ← Customer Review	0.815	0.813	0.036	22.334
X2.1 ← Content Marketing	0.801	0.794	0.068	11.714
X2.2 ← Content Marketing	0.847	0.838	0.066	12.823
X2.3 ← Content Marketing	0.793	0.78	0.083	9.609
X2.4 ← Content Marketing	0.786	0.775	0.085	9.282
Y1 ← Purchase Decision	0.811	0.811	0.03	27.388
Y2 ← Purchase Decision	0.727	0.722	0.066	10.971
Y3 ← Purchase Decision	0.773	0.768	0.054	14.434
Y4 ← Purchase Decision	0.761	0.756	0.054	13.985
Y5 ← Purchase Decision	0.810	0.807	0.040	20.023

source : data processed by SEM-PLS 2025

This table displays the indicator reliability metrics based on the Factor Loading values that link the variables to the indicators. An indicator is considered valid if the value exceeds >0.5 and the T-Statistic value is greater than >1.96 (Z value at $\alpha = 0.05$). Factor Loadings describe the relationship between indicators and variables. If the value exceeds >0.5 , then validity is achieved, and if the T-Statistic is greater than 1.96, then significance is achieved.

Table 7. Cross Loading

Indikator	Customer Review	Content Marketing	Purchase Decision
x1.1	0.871		
x1.2	0.761		
x1.3	0.804		
x1.4	0.758		
x1.5	0.815		
x2.1		0.801	
x2.2		0.847	
x2.3		0.793	
x2.4		0.786	
y.1			0.811
y.2			0.727
y.3			0.773
y.4			0.761
y.5			0.810

source : data processed by SEM-PLS 2025

Based on the results of the cross-loading data analysis, it is clear that all loading factor values for each indicator (identified based on the highest value in each row) for the variables Customer Reviews (X1), Content Marketing (X2), and Purchase Decision (Y) exceed the loading factor values of the other variables. Thus, it can be stated that each indicator in this study is valid.

Table 8. Average Variance Extracted (AVE)

Customer Review (X1)	0,652
Content Marketing (X2)	0,645
Purchase Decision (Y)	0,603

source : data processed by SEM-PLS 2025

The AVE test results show that the Customer Review variable (X1) has a value of 0.652, the Content Marketing variable (X2) has a value of 0.645, and the Purchase Decision variable (Y) has a value of 0.603. All three variables have values above 0.5, which indicates that each variable in this study meets the convergent validity criteria and is considered to have strong validity.

Table 9. Composite Reliability

	Composite Reliability
Review Customer	0,882
Content Marketing	0,900
Purchase Decision	0,884

source : data processed by SEM-PLS 2025

The composite reliability test results show that the Customer Review variable (X1) has a reliability of 0.882, the Content Marketing variable (X2) has a reliability of 0.900, and the Purchase Decision variable (Y) has a reliability of 0.884. All three variables show values above > 0.70 , indicating that each variable in this study is reliable.

Table 10. R Square

	R Square
Purchase Decision	0.557

source : data processed by SEM-PLS 2025

The R^2 value = 0.557 indicates that the model is able to explain the phenomenon of purchase decisions influenced by independent variables such as customer reviews and content marketing by 0.557 or 55.7%. This value indicates that customer reviews and content marketing strategies have a significant contribution in shaping consumer behavior and decisions when making purchases on e-commerce platforms. Customer reviews serve as one of the main sources of information that can increase consumer trust in products and sellers. Consumers tend to read reviews before making a purchase decision, so positive reviews will strengthen their confidence to buy.

Table 11. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
Customer Review → Purchase Decision	0,674	0,675	0,058	11,692	0,000	Accepted
Content Marketing → Purchase Decision	0,439	0,442	0,081	5,429	0,000	Accepted

source : data processed by SEM-PLS 2025

From the table, it can be concluded that the hypothesis stating that Customer Reviews (X1) have a positive effect on Purchasing Decisions (Y) can be accepted, indicated by a path coefficient value of 0.674 and a t-statistic value of 11.692, which exceeds $Z\alpha = 0.05$ (5%) = 1.96 or a p-value of $0.000 < 0.05$, thus confirming its significant positive impact. The impact of Content Marketing (X2) on Purchasing Decisions (Y) is confirmed positive, reflected by a path coefficient of 0.439 and a t-statistic value of 5.429, which exceeds the $Z\alpha$ threshold of 0.05 (5%) = 1.96, along with a p-value of $0.000 < 0.05$, which indicates significant positivity.

DISCUSSION

This section allows you to provide an academic explanation for your findings. Figures related to your statistical tests should not be included here;

instead, they should be explained. You should support your comments with scientific evidence from your research and provide clear, relevant explanations relevant to the topic you are researching.

The Influence of Customer Reviews on Purchasing Decisions

The research findings indicate that customer reviews have a positive and significant influence on the purchase decision for HMNS perfume, thus accepting this hypothesis. The results of the factor loading analysis related to the customer reviews variable indicate that the indicator with the highest contribution is perceived benefits. The stated benefit is that buyers can determine product quality based on feedback from previous customers. HMNS fragrance products stand out from other perfumes, not only because of their aroma, but also because of their ability to enhance personal branding and increase self-confidence. Therefore, it can be concluded that customer feedback has a significant impact on consumer choice, especially when complemented by additional aspects such as product quality and effective marketing strategies.

The Influence of Content Marketing on Purchasing Decisions

The research findings indicate that Content Marketing has a positive and significant influence on the purchasing decision for HMNS perfume, thus supporting the hypothesis. Analysis of the factor loadings of the Content Marketing variable indicates that the indicator with the largest proportion is accuracy. The informational content available on Shopee Videos indicates that the content not only serves as an educational tool for consumers about the product but also offers comprehensive details about the advantages and prices of HMNS perfume products. Therefore, it can be concluded that Content Marketing significantly influences consumer purchasing choices. This indicates that appropriate, useful, and relevant content plays a promotional role and plays an important role in building consumer trust, especially when displayed on e-commerce platforms such as Shopee, which is the main marketing channel for HMNS perfume.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the analysis that examined Customer Reviews and Content Marketing on the decision to purchase HMNS perfume in Surabaya, several conclusions can be drawn that Customer Reviews contribute to the decision to purchase in Surabaya, as can be seen from the results of the research conducted, customer reviews can make HMNS products more attractive to new customers, and this makes HMNS products increasingly well-known everyone, especially the community in Surabaya. On the other hand, content marketing has contributed to the decision to purchase HMNS perfume in Surabaya. The more content that is marketed, the more it makes everyone interested in its strong quality and safety for long-term use. This makes consumers want to repeatedly purchase HMNS products in Surabaya.

FURTHER STUDY

And for further research, I hope to be able to expand the research area and add other variables besides the variables used in this research, such as social media marketing and price perception.

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